Activity # 4

Healthy Body Image Advertising Questionnaire:

Answer each question below for the ad your group is analyzing.

*1. Does the ad include people with a variety of body shapes and sizes?*

A. Yes

B. No

*2. How do the people look in the advertisement? (What is their body type?)*

A. Normal weight

B. Unusually thin

C. Overweight

*3. Do you think people who actually use the product being advertised?*

*Typically have the body type shown in the advertisement?*

A. Yes

B. N o

*4. Do you think the models in the ad naturally look the way they appear or*

*do you think their picture or their appearance has been enhanced in some way?*

A. This is their natural look.

B. The picture (or their appearance) was probably enhanced.

*5. How would you say the people appear in this ad?*

A. Happy/having fun

B. Unhappy

C. Neither happy nor unhappy

*6. How would you describe the product being advertised?*

A. Healthy

B. Unhealthy

C. Neither healthy nor unhealthy